PSYC305L

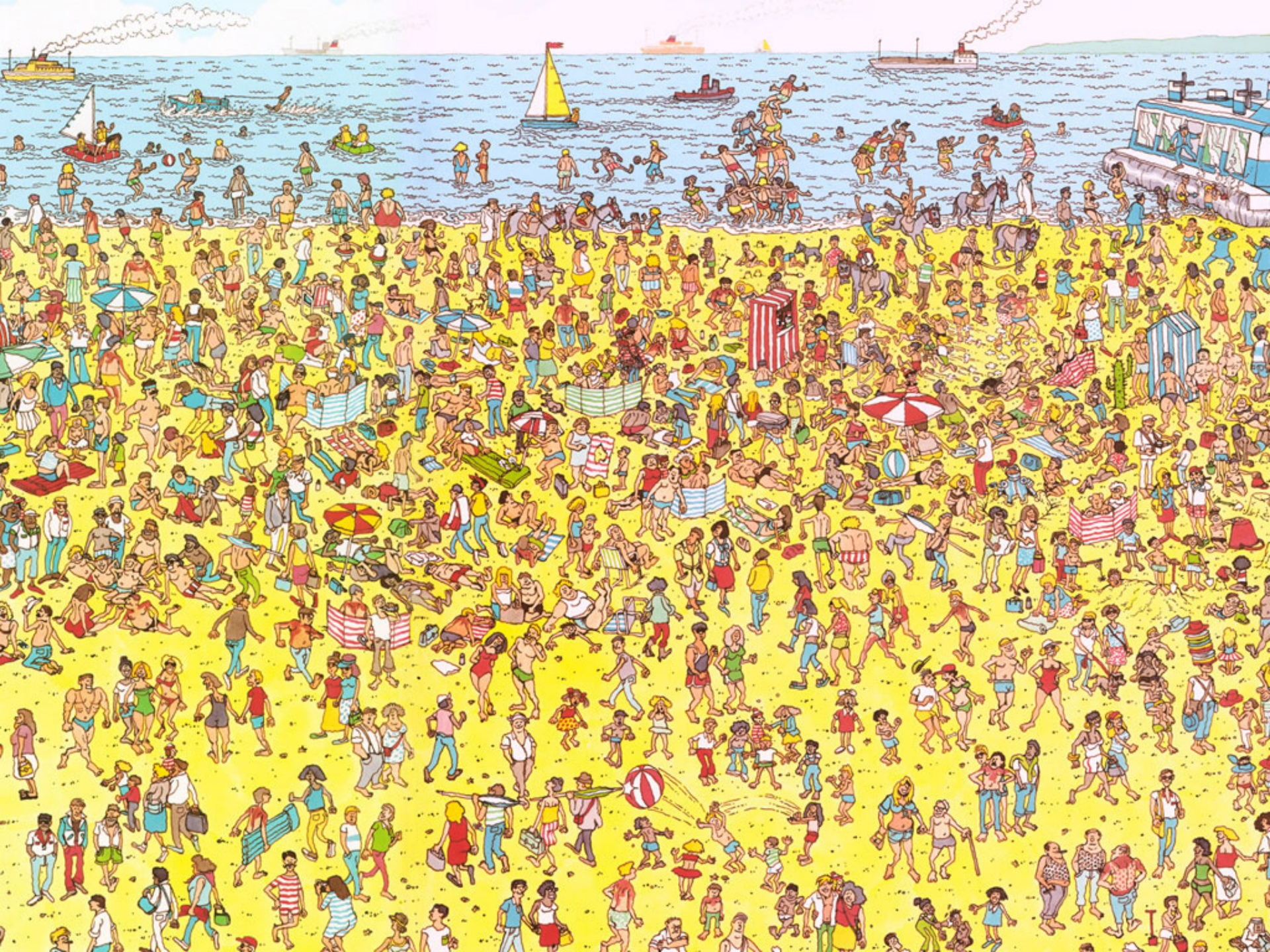
Attention

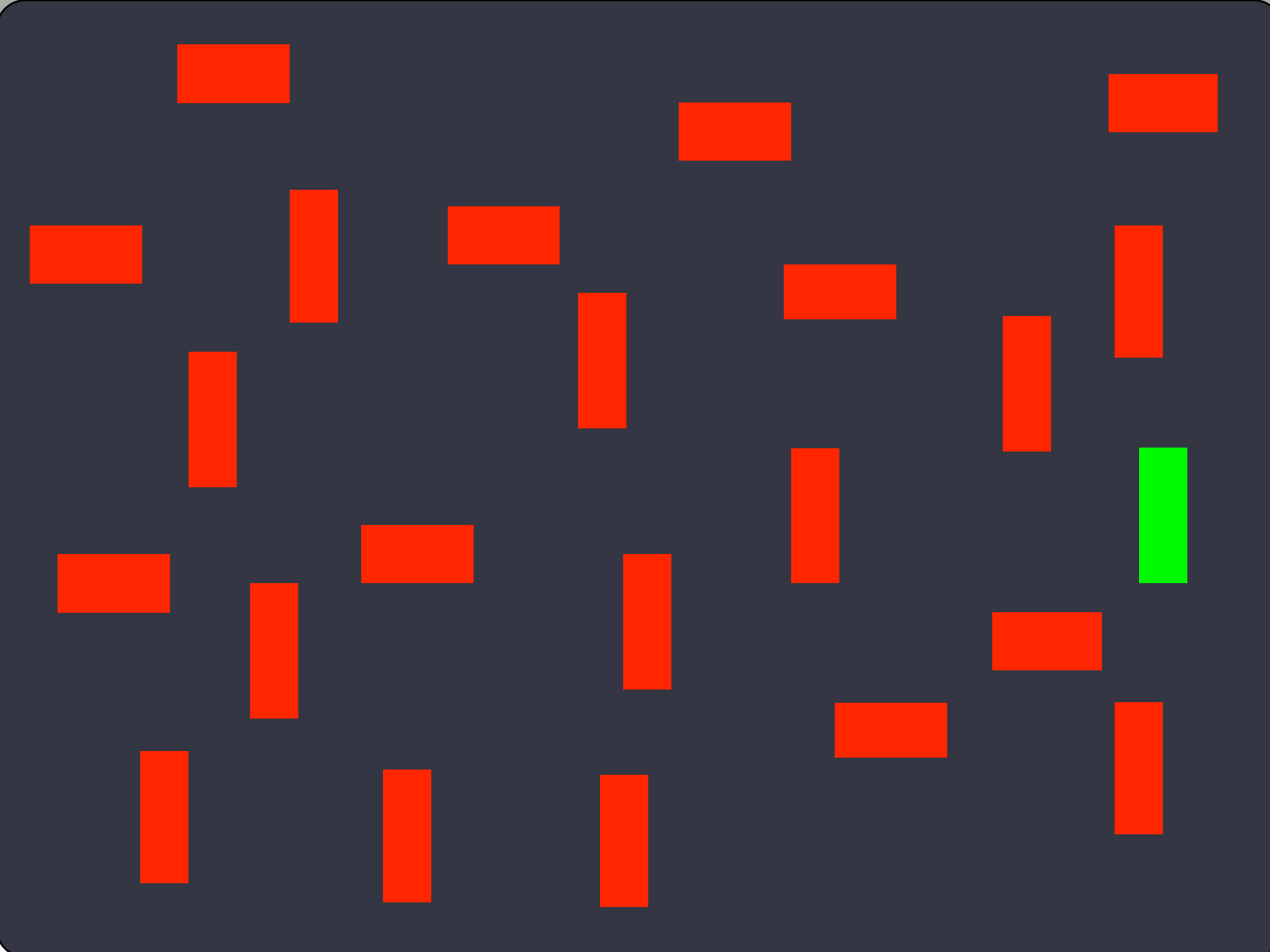
Introduction section

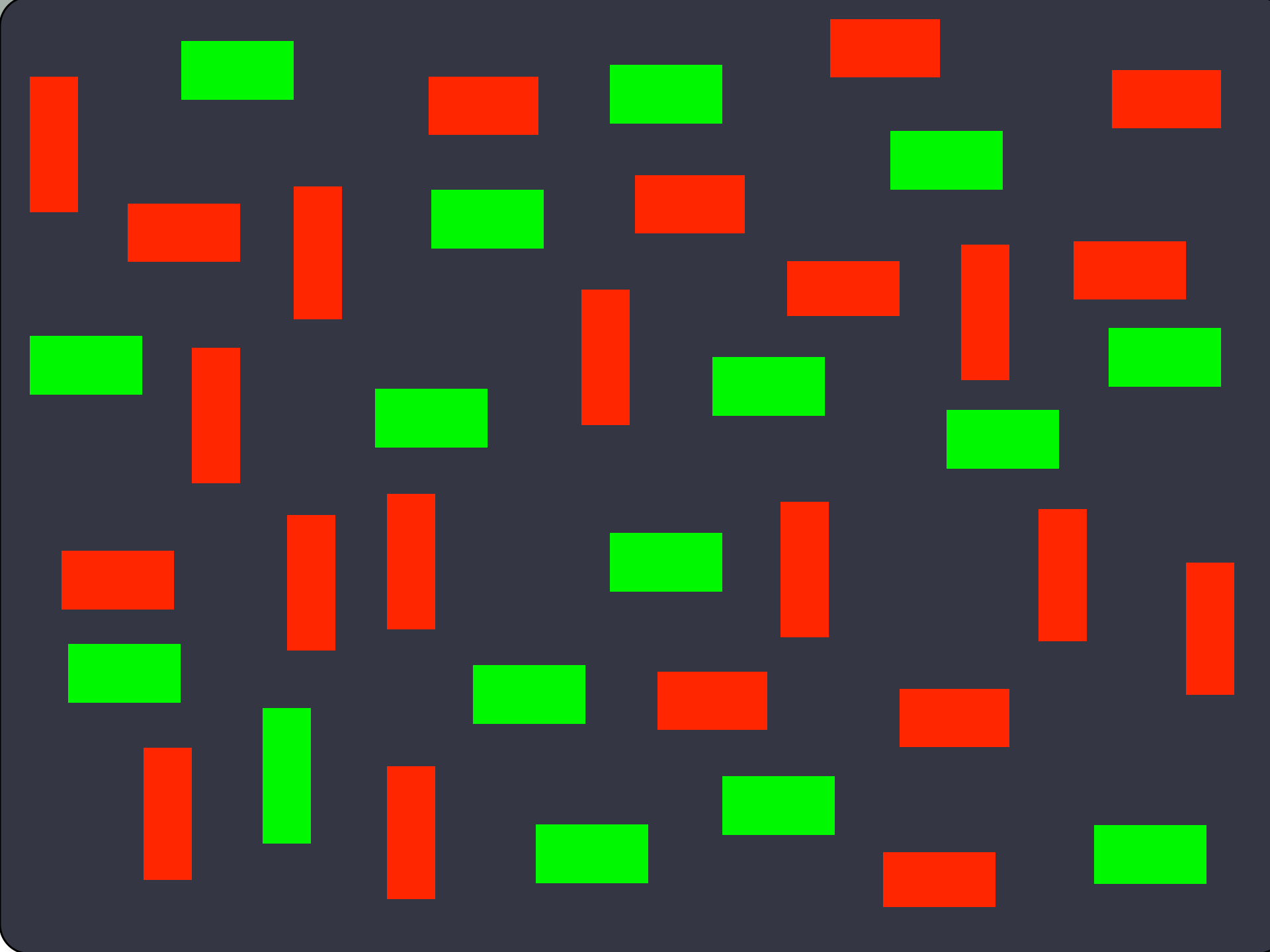
Reflection paper 2 & Lab 2

Features

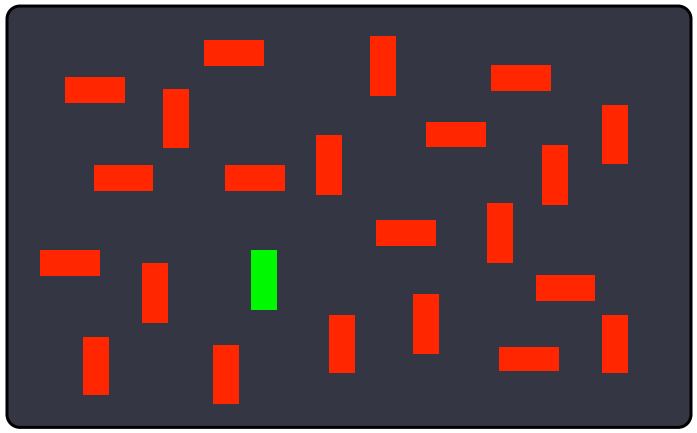
Low level features: color, lines, simple shapes, etc.

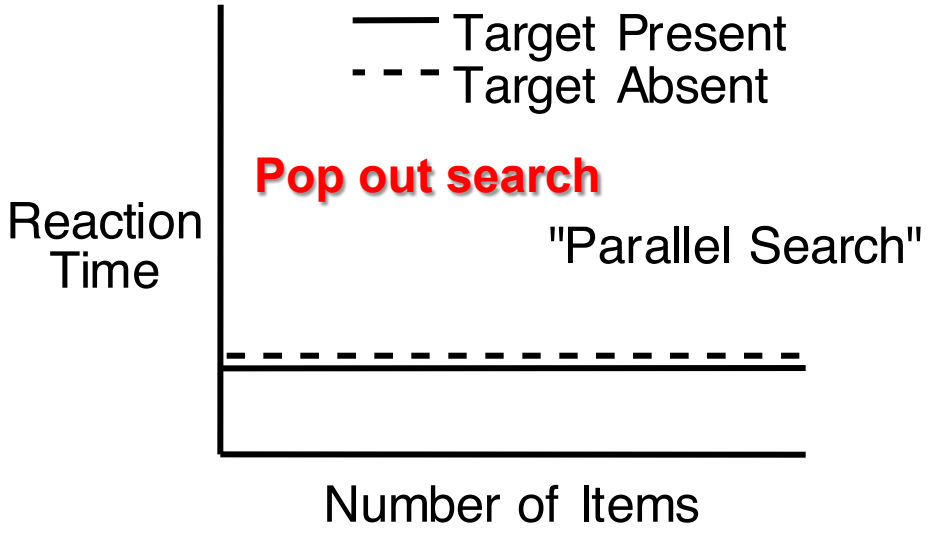


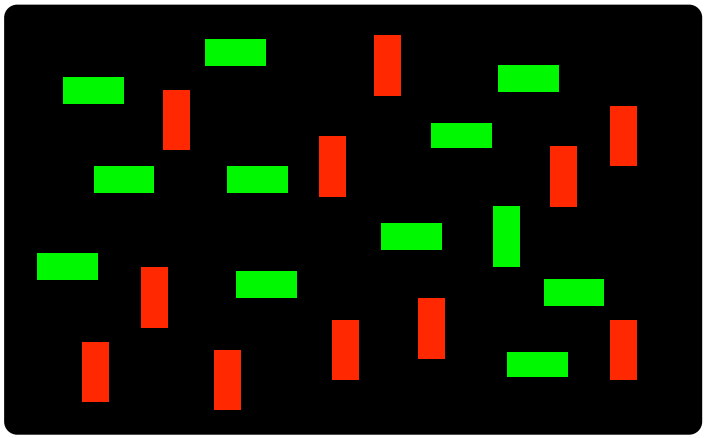


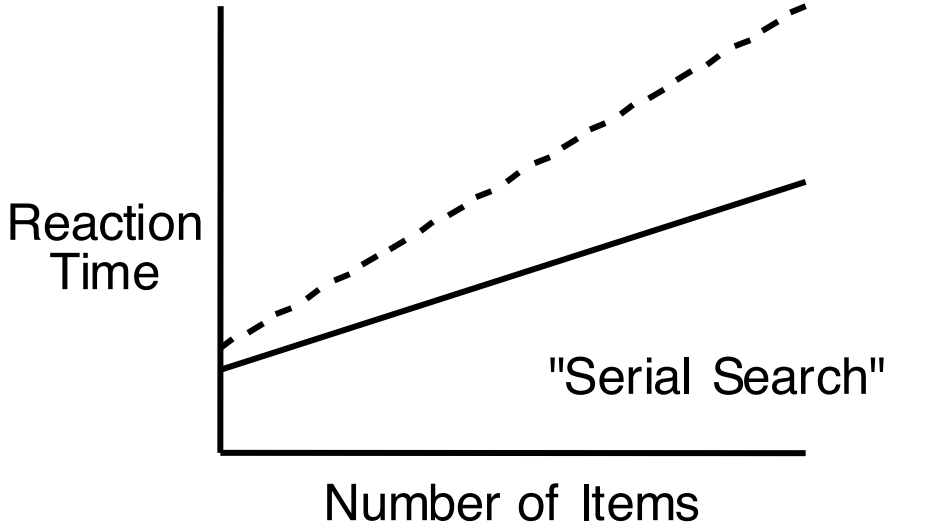


Typical Search Results



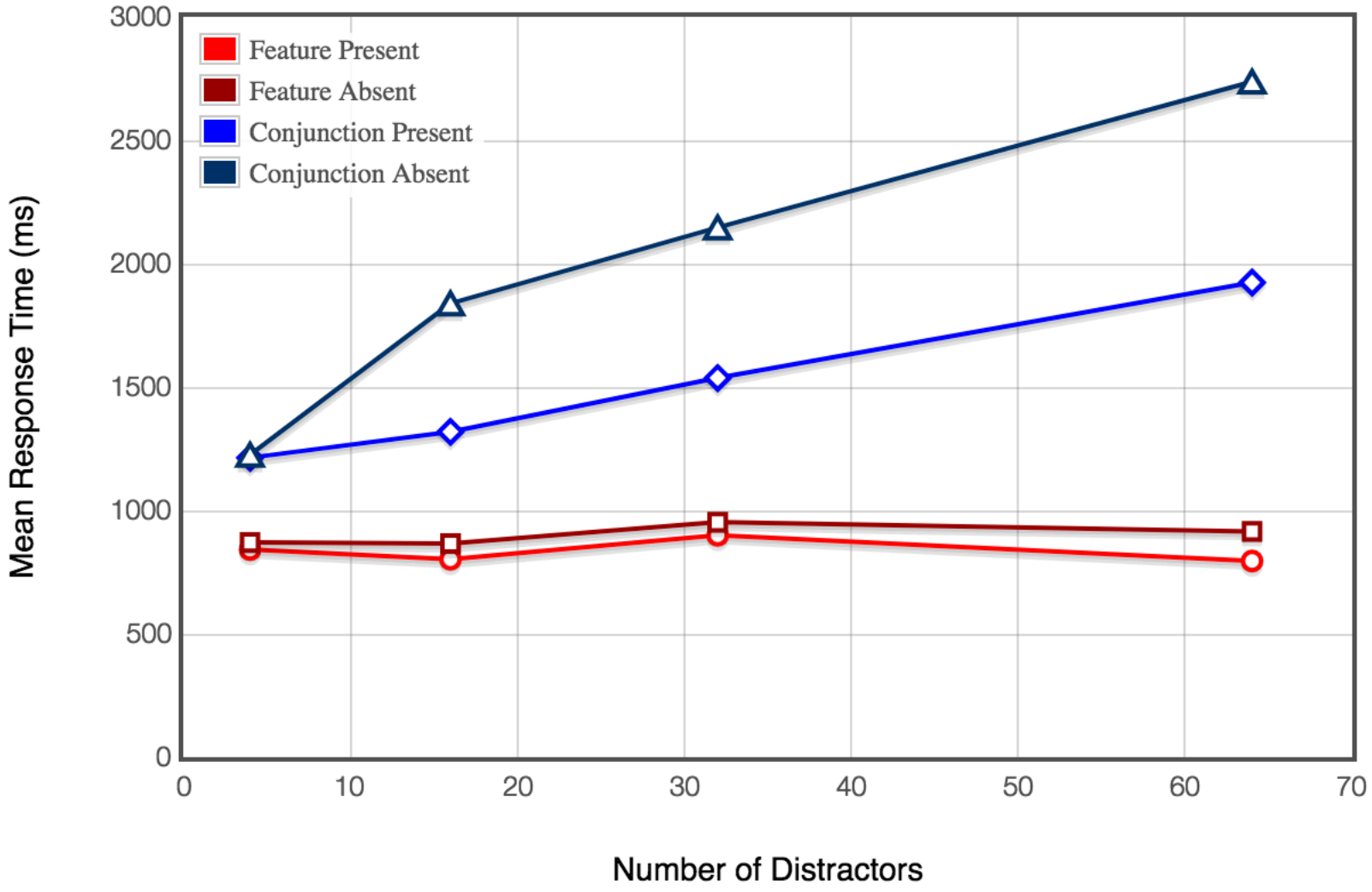






Laboratory version: Press one button for target-present and a different button for target-absent

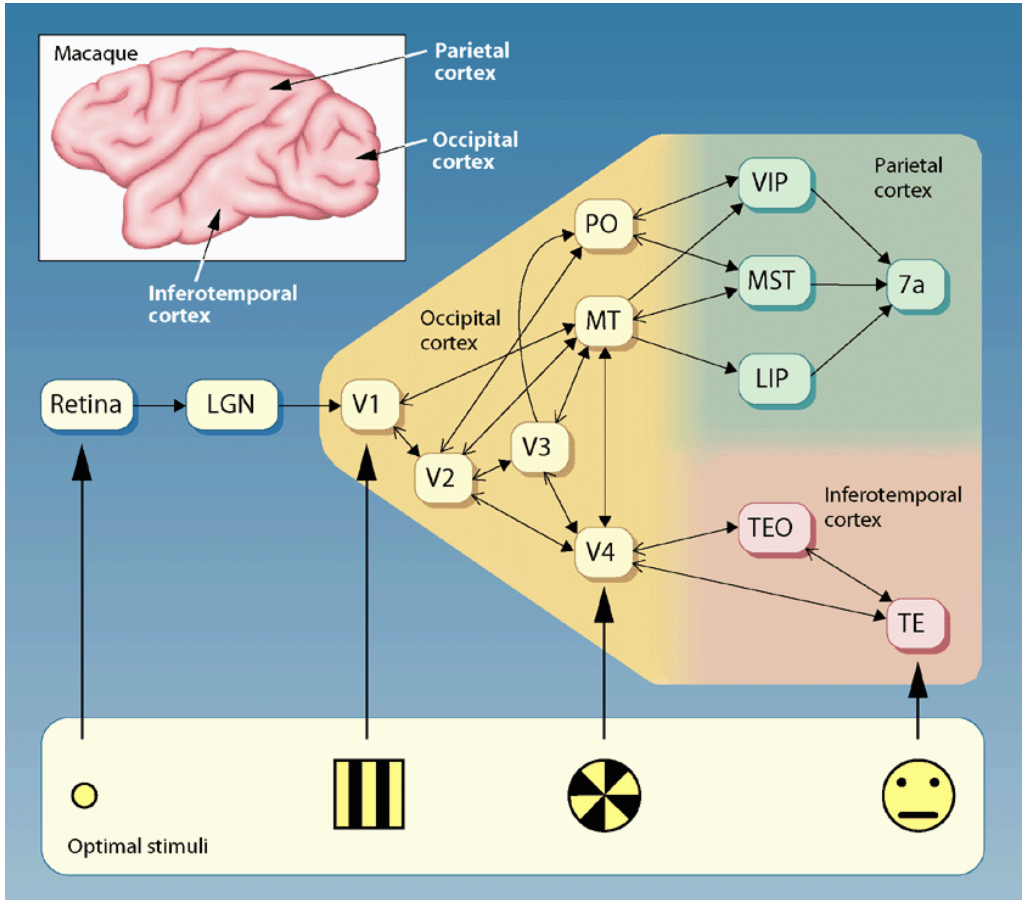
Your results



Think, pair, share

Why is conjunction search serial, and feature search is parallel? Feel free to look up anything you want online to answer the question.

Visual pathway

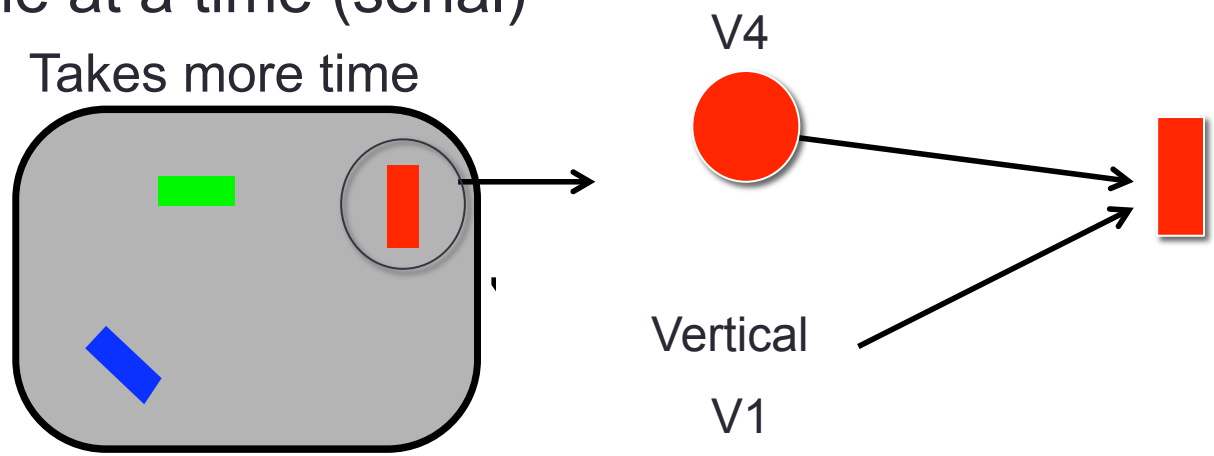


Features are split up into different brain regions.

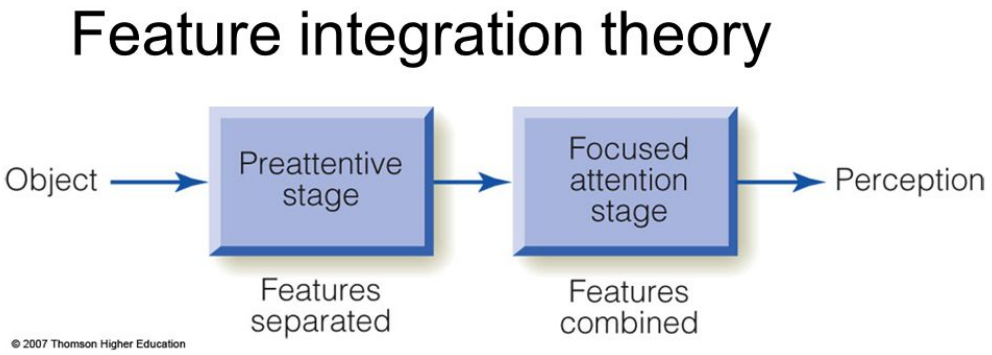
Van Essen and DeYoe 1995

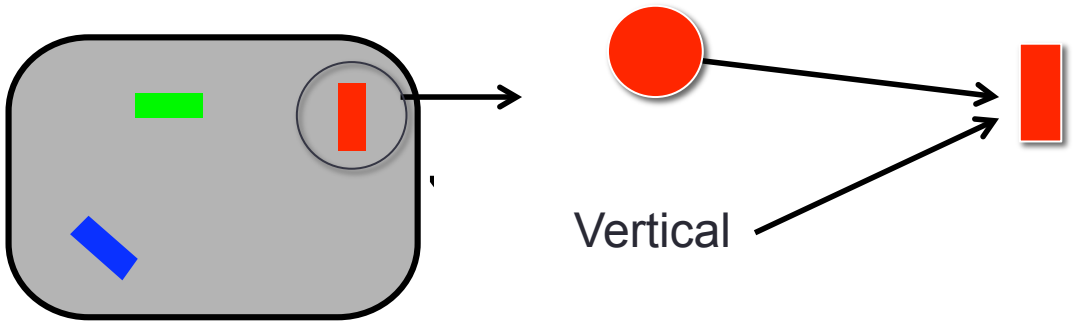
Why is conjunction search slower?

- Feature integration theory
  - Attention is needed to integrate features
  - Feature search – you do not have to attend to each stimulus
  - Conjunction search – you have to attend to each stimulus one at a time (serial)
    - Takes more time



- Feature integration theory
  - Preattentive stage – features *are not* bound together
    - ‘Free floating’, separate maps…
  - Attentive stage – features *are* bound together
    - ‘Localized’, one object file





Writing an introduction section

- We will be writing Labs as if we were the first to do the experiment!
- Introduction should build up to your hypothesis
  - First, determine what your hypothesis is
    - This is usually done before the experiment is run, based on previous literature
  - Find literature that will answer why you believe your hypothesis
  - Start broad, then get more specific

Introduction section

- Three primary sections
  - Hook
    - Find a way to hook your reader so they are interested in reading on
    - This is typically something that states how important the function is
  - Literature review to support your hypothesis
    - The largest section
    - Start broad – general definitions and background
    - Then get more specific – once everything is defined, narrow your search to only papers that relate to your hypothesis
  - Hypothesis
    - Briefly review your literature review and state your hypothesis
    - Briefly talk about why your experiment will test your hypothesis